Erickson SENIOR LIVING®

SALES, MARKETING, AND COMMUNICATIONS

COPY GUIDE

2022

Introduction

This copy guide is designed to give our writing consistency and professionalism. The entries represent the unique style of the Erickson Senior Living Sales, Marketing, and Communications department.

For the style of the *Tribune*, please see the *Tribune Style Guide*. For external communications, including press/news releases, please see the External Communications Style Sheet at the end of this guide, as these documents do not follow our general style.

For general English usage not covered in this copy guide, we follow the *Gregg Reference Manual*.

This guide was last updated in 2022 by the Erickson Senior Living proofreading team.

Other useful references:

- Our official **dictionary** is Merriam-Webster, which can be accessed online at www.m-w.com. Note: Using listed variants of a word is OK, unless otherwise indicated in this copy guide and so long as only one spelling is used per piece/campaign.
- **Community worksheets**, which list community-specific information often used in advertising, are available in Workfront.
- The **names of all current residents** are located in rosters available on eLINK. To locate these, go to http://elinkapps/residentreports/Pages/Home.aspx.
- The **names of all current employees** are available through the Erickson Senior Living Microsoft Outlook address book.
- The ***Tribune Style Guide*, logo style guides, the External Communications Style Sheet,** and this copy guide are available on eLINK: Corporate>Sales, Marketing, and Communications>Brand Toolkit.
- All *Tribune* files are kept on the **macshare server** and can only be opened using InCopy (or by a designer with InDesign).
- **Bynder** is an asset management tool where various resources can be found. Visit EricksonLiving.Bynder.com to learn more.
- The **External Communications Style Sheet** can be found at the end of this guide and in the Brand Toolkit on eLINK.
- **Enterprise job (aka gang job) spreadsheets** are available on Google docs.
- **Workfront** is our project management and proofreading software.

Table of Contents

Trademark Information....5

Disclaimers....7

Erickson Senior Living Terminology....10

Commonly Misused Words and Preferred Spellings....22

General Style/Grammar Rules....31

External Communications Style Sheet....37

Trademark Information

Internal trademarks

This section addresses trademarks held by Erickson Senior Living. Trademarked names in this section should have the trademark symbol (®, TM, SM) the first time they are mentioned in a document, with the exception of Erickson Advantage (details below). Trademark symbols should always appear in superscript. *Tribune* note: Do NOT use trademark symbols in the *Tribune*.

Erickson Advantage®

1. All references, including quotes from residents, need 45-day approval. The strategy team is responsible for this approval.
2. Registration mark is to be used once per page, not once per piece as with the other trademarks on this list. No registration mark is needed on pages where Erickson Advantage logo is present.

Erickson Senior Living®

1. **In print, except for *Tribune***: The registration mark must appear the first time "Erickson Senior Living" is used in print. Subsequent mentions do not require this symbol (in the entire piece, even with the logo present). This also includes disclaimers. Note: Do not break "Erickson Senior Living" onto two lines in print materials unless it cannot be avoided. See below for exceptions.
2. **In email and website copy**: The registration mark is not needed in web copy that appears on EricksonLiving.com or in email marketing. The mark should be included in the page footer instead. For copy appearing elsewhere on the Web, such as an advertisement appearing on a third-party website, retain the registration mark. Note: Due to dynamic page design, "Erickson Senior Living" may be broken onto two lines. Do not mark this as an error.
3. Do not place the registration mark in a headline when it can be placed in copy (on the second mention) instead.

Helping people live better lives™

Move On Us®

"On" is capitalized.

Senior Living Advisory Board®

We help people live better lives™

External trademarks

This section addresses trademarks held by outside owners that may appear in Erickson Senior Living materials. Trademarked names on this list should appear with the appropriate mark **on every mention**. Trademark symbols should always appear in superscript.

Trademark symbols should be added only to the terms on this list or at the request of the strategy team. It is not the responsibility of the proofreader to identify trademarked items not on this list.

Accelerated Care Plus®

Allscripts™

AlterG®

BCAT®

COREtec®

CVS Pharmacy®

DischargeCentral® (formerly eDischarge™)

LSVT BIG® and LSVT LOUD®

These programs are individually trademarked. Do not drop "LSVT" if you are referring to both programs in the same line of copy. No trademark is needed if only "LSVT" is mentioned.

NuStep®

Omnicycle™

OmniVR™

Realtor®

Term should rarely be used. Use "real estate agent" or "real estate professional" instead. See page 20 for more information.

Vigil® Dementia System

Sometimes called Vigil® motion detection technology.

Virtual Dementia Tour®

VitalStim®

Disclaimers

Entrance deposit/fee language and disclaimers

Use the following guidelines for entrance fee language and disclaimers. Unique policies and terms are listed by location. For all others, follow the first two entries printed below. Read all notes, as this rule applies differently at different communities.

When to use: This disclaimer must appear on any piece using the trigger terms "Refundable Entrance Deposit," "Refundable Entrance Fee," "90% Refundable Entrance Deposit," or "90% Refundable Entrance Fee." (See pages 10-11 for which term to use.) It is also required any time we state that the entrance deposit/fee is refundable or 90% refundable.

How to use: Place an asterisk on the first mention of the trigger term, and place the disclaimer at the bottom of the page. Exception: Mention of the Residence and Care Agreement in copy satisfies this requirement in most cases, but not for the Maryland properties. For the Maryland properties, the Maryland-specific disclaimer must appear.

APR note: Avery Point uses 80% Refundable Entrance Deposit and Nonrefundable Entrance Deposit.

DVF note: This term is not used at DVF, which has its own, unique fee structure. At DVF, the term is "entrance fee." See "Chatsworth/Devonshire Residency Contract disclaimer," page 8.

SLN note: Siena Lakes uses "80% Refundable Entrance Fee" and "Nonrefundable Entrance Fee."

NJ and MD note: For NJ and MD properties, the term is "Refundable Entrance Fee."

WRC note: WRC has two financial options, the 90% Refundable Entrance Deposit and a Nonrefundable Entrance Deposit.

Disclaimer copy for all properties not in MD: As per the Residence and Care Agreement.

Disclaimer copy for MD properties: Carefully read the Residence and Care Agreement for the conditions that must be satisfied before the Provider is required to pay the Entrance Fee Refund.

Combo ad note: For combo ads with at least one MD property, only use the MD property version of the disclaimer.

Chatsworth/Devonshire Residency Contract disclaimer

When to use: Any reference of Devonshire's financial model triggers this disclaimer, including 1) mention of Life Care, 2) mention of entrance deposits, and 3) when reference is made to the Life Care commitment, which is the fact the residents will not pay more for higher levels of care. The disclaimer must be present either in copy or at the bottom of the page.

Disclaimer copy: Refer to the Residency Contract for full details and ancillary charges.

Chatsworth/Devonshire skilled nursing and assisted living licenses

On all Chatsworth/Devonshire jobs mentioning **assisted living or memory care** in body copy, include the following: FL Assisted Living Facility License #9586.

On all Chatsworth/Devonshire jobs mentioning **nursing care or rehabilitation** in body copy, include the following: FL Skilled Nursing Facility License #130471003.

Please note: Mentions in the logo lock-up don't require this disclaimer. Also note that mentions in body copy may use different terms for the same levels of care, but the facility ID remains the same. For example, "nursing care," may also be called "skilled nursing" or "long-term care."

Erickson Advantage®

A disclaimer, provided by the strategy team, must appear on all Erickson Advantage advertising. There are no exceptions. No asterisk is needed. The disclaimer changes often, so the new version must be provided for each job.

Equal Housing Opportunity logo

Should be present on all real estate marketing materials. Not needed for jobs for internal audiences, stationery, and promotional items, such as pads, pens, business cards, etc.

Linden Ponds minority publications disclaimer

When to use: Any LPH-only ads that run in the following publications should have the disclaimer:

- *SamPan*
- *Portuguese Times*
- *Bay State Banner*
- *El Mundo*

Disclaimer copy: Linden Ponds values diversity. We welcome all faiths, races, and ethnicities, and housing opportunities are available for low and moderate income households.

New Jersey sales event invitation disclaimer

When to use: There are two versions. The appropriate version (as directed in the Workfront overview) must be present on all sales event invitations for NJ properties, excluding events for reservists only. Reservist-only events do not require a special disclaimer.

Disclaimer copy, version one: This event will include a 20-minute marketing presentation. ("20-minute" may be replaced with "brief.")

Disclaimer copy, version two: This event will not include a formal marketing presentation, but sales associates will be on hand to answer your questions.

Refundable Entrance Deposit/Fee

See page 7.

Texas assisted living facility IDs

When to use: These ID numbers must appear on all Eagle's Trace and Highland Springs advertising that mentions **assisted living** or **memory care** in the body copy. Mentions in the logo lock-up don't count.

For Eagle's Trace: AL Facility ID: 105451

For Highland Springs: AL Facility ID: 105429

Wind Crest disclaimer (Equal Housing Opportunity disclaimer)

When to use: This disclaimer must appear on every Wind Crest piece that takes the EHO logo as described on page 9 of this guide. Exceptions include stationery, resident-facing materials, employee-facing materials, Tribune ads, Tribune wraps, and promotional items.

Disclaimer copy: Wind Crest, Inc., a nonprofit organization, is solely responsible for fulfilling financial responsibilities to residents under the contract. Wind Crest is within the network of communities developed and managed by Erickson Senior Living.

Erickson Senior Living Terminology

Note on capitalization: Terms that should be capped are capped in this list. Likewise, terms that should be lowercase appear lowercase, unless otherwise noted.

20 Meal Plan

One of the meal plans offered at Erickson Senior Living communities.

62+ and 62-plus (60+ and 60-plus in Maryland)

Use "62-plus" or "60-plus" unless there are space constrains or the piece is technical in nature. The symbol can be used; it is, however, not preferred. (To be qualified to live in an Erickson Senior Living community, prospects must be 62 years old, 60 in Maryland.)

Entrance Deposit/Fee

When referring to the 90% refundable deposit, "90%" must be present. Do not use just "Refundable Entrance Deposit" unless you are referring to a CC entrance deposit outside of Maryland—those are the only entrance deposits that are refundable up to 100%.

All others are 80%, 90%, or nonrefundable. For more information, see page 7 and go to the pricing pages on EricksonSeniorLiving.com. When using this term, it is necessary to add a legal disclaimer (in the Disclaimers section of this guide).

CC note: Some CC neighborhoods have an up to 100% refundable deposit/fee, others use a 90% refundable deposit/fee, and some have no deposit/fee at all. See chart below.

90% Refundable	Up to 100% Refundable	No Entrance Deposit or Fee	Has own, unique pricing structure
All independent living except DVF	CC only at: ACH, BBV, CCV, FRV, GSV, LPH, MGC, and SBV	CC only at: APL, ETH, HSD, TCK, WCD, and LHN	APR, DVF, CWF, and SLN, and WRC
Maryland CC			

All Staff

A meeting held at corporate or in the communities where all employees are invited.

Ann's Choice

apartment home

Commonly used to reference Erickson Senior Living apartments.

Artistic Endeavors art gallery

An amenity at WCD. Note: “Artistic Endeavors” is capped, but “art gallery” is not.

Arts and Enrichment Center

An amenity at WCD. Please note this term is capped.

aquatics center

Includes swimming pool, hot tub, and locker rooms.

Ashby Ponds

Avery Point

Benevolent Care Fund

This is a fund at some communities to support residents who experience unforeseen financial hardship. Some communities use “Resident Care Fund.” See below. Please note that DVF/CWF does not have such a fund.

Benevolent Care Fund	Resident Care Fund
ACH, APL, CCI, FRV, GSV, OCV, RWV, TCK	BBV, CCV, ETH, HSD, LHN, LPH, MGC, SBV, WCD, WRC

billiards

Not “pool.”

Bone Health Program

Brooksby Village

May be shortened to “Brooksby” after first mention.

CarePath program

Cedar Crest

Charlestown

Chatsworth

Continuing care neighborhood at Devonshire.

Choice Account

One of the meal plans offered at Erickson Senior Living communities.

CMS

1. This abbreviation can mean "Centers for Medicare and Medicaid Services" or "content management system."
2. May be used for physician outreach pieces to mean "Centers for Medicare and Medicaid Services."
3. May be used internally to mean "content management system," but only when the meaning is clear.
4. In all other cases, do not use "CMS."

community member

It is the preference of the Devonshire sales team to refer to residents as "community members." The term "members" may also be used.

conference center

A gathering space without a fixed stage or seating. See also "performing arts center."

continuing care and continuing care neighborhood

1. "Continuing care" is the term used to describe the levels of care we provide.
2. "Continuing care neighborhood" is the term used to describe the health care neighborhood at each community. (Except in Maryland. See #4.)
3. "Continuing care" should not be capped as a proper noun.
4. **Maryland note 1**: Per state regulations, the term "continuing care" **may not be used to describe our care neighborhoods in Maryland**. Instead, we must use "continuing care health services" for OCV, CCI, and RWV.
   Exceptions: "Continuing care" may be used in MD when it's in an employee's official title or is part of the term "continuing care retirement community."

   Maryland note 2: For MD properties only, when stating that a person need not be a resident of the community to come to the continuing care health services neighborhood, use the qualifier "currently" or "current" somewhere in the sentence for legal reasons. Example: "You don't have to be a current Charlestown resident to come to our continuing care health services neighborhood."

continuing care health services

This is the term used to describe these services in Maryland at OCV, RWV, and CCI. Due to local government regulations, "continuing care" alone may not be used. See "continuing care neighborhood" for exceptions.

communications manager

Not "communication manager."

computer lab

Not "computer room."

Corporate Executive Team

Capped when referring to the senior leadership of Erickson Senior Living. May be abbreviated as CET after first mention.

The Cove

A building at Linden Ponds. Please note that "The" is capitalized.

creative arts studio

Not "crafts studio."

Custom Interiors

The on-site interior decorating service.

Design Center

The name of the Custom Interiors office/showroom.

development.erickson.com

Devonshire

Eagle's Trace

eLINK

Employee Health and Well-Being Center

entrance fee

This is the term used at Devonshire for the entrance deposit. It should not be capped, but there is a disclaimer required with this term.
See "Chatsworth/Devonshire Residency Contract disclaimer," page 7.

Erickson Health Medical Group

Erickson Health Medical Group manages the medical centers at all Erickson Senior Living communities.

EricksonSeniorLiving.com

Don't use "www."

Erickson Senior Living Health Services

Erickson Senior Living Insight

Employee newsletter.

Erickson Senior Living Leaders

This term is capped when describing the leadership team of Erickson Senior Living.

Erickson Realty and Moving Services

1. Capped but not italicized.
2. Do not use "ERMS" in marketing materials; it is an internal term only.
3. Never use the "&" symbol, except where space is limited, in designed headings, or when usage is technical (such as on a map or in a table).
4. Maintain the order of "realty" and "moving" in copy, even when the product name is not used. Example: "We offer realty and moving services."
5. Do not state in copy that Erickson Realty and Moving Services are fully complimentary; they are not. **The home visit and the coordination of services are complimentary; the services themselves are not**.

Erickson Tribune

Avoid this term. Use "*Tribune*" instead. ("*Tribune*" is now the official name of the publication.) Note that the *Tribune* website is still "EricksonTribune.com."

Erickson Way

Do not cap "the" preceding this term.

fitness center

Not "exercise room" or "health club."

floor plan

Cap floor plan names. Do not cap "the" preceding them.

Flyin' B Café

Fox Run

The Gardens

A building at Seabrook. Cap "The."

The Glen at Orchard Point

Cap "The."

The Grandview

Greenspring

guest suite

These are special apartments reserved for guests at the communities (like hotel rooms). Not to be confused with “guest room.”

health care counselor

Official term for a continuing care salesperson.

Highland Springs

The High Line Overlook, The High Line Overlook Clubhouse

A hybrid clubhouse and residence building at WCD. If “the” is present, it must be capped. If followed by “clubhouse,” cap “clubhouse.”

High Line Terrace Courtyard

High Line Canal

Home for Life promise, Home for Life commitment

Cap “Home for Life” when referring to the Home for Life promise/commitment. This term may appear italicized, bolded, etc., per the designer’s choice. Do not cap other uses of “home for life.” Example: “At Erickson Senior Living, you’ll have a home for life.”

DVF and WRC note: The Home for Life promise/commitment does not apply at DVF or WRC.

jobs.ericksonliving.com

Do not use “www.”

Lantern Hill

Leadership Connections

levels of care

1. Levels of care include assisted living, assisted care, nursing care, inpatient and outpatient rehabilitation, post-acute rehabilitation, nursing care, short-term rehabilitation, respite care, memory care, personal care, home care, hospice, and home support services. (Other terms are used as needed.)
2. Levels of care should always be lowercase.
3. For an up-to-date list of the levels of care offered in each community’s CC neighborhood, see the community worksheet in Workfront.

Linden Ponds

The Link

Erickson Senior Living’s employee magazine.

locators

Each community has preferred locators. Another locator may be used per sales/strategy direction. See chart below for standard locators.

Preferred locators			
ACH	Bucks County	Warminster	
APL	Ashburn, VA	Ashburn	Loudoun County
APR	Richmond	Short Pump	
BBV	Peabody	on the North Shore	
CCI	Catonsville	Baltimore	
CCV	Northern New Jersey	Pompton Plains	Pequannock Township
CWF	Palm Beach Gardens	Southeast Florida	
DVF	Palm Beach Gardens	Southeast Florida	
ETH	West Houston	Houston	
FRV	Novi		
GSV	Springfield	Fairfax County	Northern Virginia
HSD	Dallas	North Dallas	
LHN	New Providence		
LPH	on the South Shore	Hingham	
MGC	Delaware County	Glen Mills	
OCV	Parkville	Baltimore	
RWV	Silver Spring		
SBV	on the Jersey Shore	Tinton Falls	
SLN	Naples	North Naples	
TCK	Overland Park		
WCD	Highlands Ranch		
WCF	Fairfax		
WRC	Matthews	Southeast Charlotte	

Maris Grove

Meal of the Day

One of the meal plans available at Erickson Senior Living communities.

medical center

monthly service fee

This is the term used for a Devonshire community member's monthly payment. Note that
it is not capped. For all other communities, use "Monthly Service Package" (next entry).

Monthly Service Package

This is the term used at all communities **except Devonshire** for a resident's monthly payment. Note that it is capped. At Devonshire, the term is "monthly service fee" and is not capped.

move-in coordinator

Not to be confused with the personal moving consultant, the move-in coordinator works with residents through the move-in process after they have settled on their new apartments.

My Erickson

This is a digital application created by Erickson Senior Living for use by residents. On the
My Erickson app, residents can look up campus events, weekly menus, and more.

My Nutrition

My Nutrition is a web-based service for residents that allows them to see menus and ingredients from campus restaurants.

Nonrefundable Entrance Deposit/Fee

See WRC and SLN notes under 90% Refundable Entrance Deposit/Fee, page 7.

Oak Crest

performing arts center

Multilevel seating with built-in stage. Otherwise, it should be called "conference center."

personal moving consultant

Not to be confused with the move-in coordinator, the personal moving consultant works with prospective residents through downsizing, selling, and moving from their home to an Erickson Senior Living community.

PGA National Resort and Spa

Not “PGA Resort and Spa.”

pharmacy

Not “drug store.”

pluralizing last names

Do not add “es” to a last name ending in an “s” sound if adding “es” makes it awkward to pronounce. See Gregg for examples.

postal center

An area in each residence building where residents collect their mail. It is not a “post office.”

priority date

priority deposit

Priority List

Do not cap in *Tribune*.

Realtor®

1. **Do not use** this term unless we have received a letter from the Realtor confirming that he or she is a member of the National Association of Realtors and giving us permission to publish that information.
2. Unless we have received a letter as stated above, use “real estate professional” or “real estate agent.”
3. Never use “licensed Realtor.”

Refundable Entrance Deposit/Fee

See 90% Refundable Entrance Deposit/Fee.

rehabilitation

Not “rehab.”

reoccupancy manager

reservation deposit

reservist

This is someone who has reserved a home at an Erickson Senior Living community but has not yet moved in.

residence building

Not “residential building” or “apartment building.”

Residence and Care Agreement

This is the contract one signs to become a resident of any Erickson Senior Living community other than Devonshire. At Devonshire, it is called “Residency Contract.”

Residency Contract

This is the contract one signs to become a community member at DVF.

resident

At Devonshire, residents are called “community members.” For all other communities, “residents” is acceptable.

Resident Care Fund

This is a fund at some communities to support residents who experience unforeseen financial hardship. Some communities use “Benevolent Care Fund.” See below. Please note there is no such fund at DVF/CWF.

Benevolent Care Fund	Resident Care Fund
ACH, APL, CCI, FRV, GSV, OCV, RWV, TCK	BBV, CCV, ETH, HSD, LHN, LPH, MGC, SBV, WCD, WRC

restaurant

1. Not “dining room” or “cafeteria.”
2. Cap restaurant names.

Riderwood

Sales Center

Before a community opens, the “Sales and Information Office” is called a “Sales Center.”
At Windsor Run and Siena Lakes, this is the term used for the sales office. (Note: Do not
cap sales office.)

sales counselor

Sales and Information Office

Term for the marketing office once the community is open. Prior to opening, the office is called “Sales Center.” Please note that this term is not currently used at Siena Lakes or Windsor Run, as they are using “Sales Center.” (See “Sales Center,” above.)

Seabrook

Senior Leadership Team

Cap this term when referring to Erickson Senior Living's senior leaders. SLT for short.

Scholars' Fund

senior living

Siena Lakes

The Link

Erickson Senior Living's employee magazine.

Tallgrass Creek

Town Hall

A formal, regular meeting at the communities or in corporate.

Tribune

The *Tribune*, previously known as the Erickson Tribune, should now be called simply "*Tribune*."

URLs

Each community has its own website and URL. They should be written as follows. Do not use www.

AnnsChoice.com	LanternHillCommunity.com
AshbyPonds.com	LindenPonds.com
AveryPointCommunity.com	MarisGrove.com
BrooksbyVillage.com	OakCrestCommunity.com
CedarCrestCommunity.com	Riderwood.com
CharlestownCommunity.com	SeabrookCommunity.com
ChatsworthPGA.com	SienaLakesNaples.com
DevonshirePGA.com	TallgrassCreek.com
EaglesTrace.com	WindCrest.com
FoxRunNovi.com	WindsorRunCommunity.com
GreenspringCommunity.com	WoodleighChase.com
HighlandSpringsCommunity.com	EricksonSeniorLiving.com

Village

Brooksby note: Use “Village” in the first reference in copy. Thereafter “Brooksby” and “Brooksby Village” are both acceptable.

Oak Crest note: Use “Village” in internal pieces only if requested. Do not use on external pieces.

walk-in closet

On floor plans, this term should appear as “Walk-In Closet.” Note that “in” is capped.

Welcome Home

The Welcome Home program helps transition residents from the sales and moving process to the process of orienting and integrating themselves into the community.

Wellness Fund

Wind Crest

Windsor Run

Commonly Misused Words and Preferred Spellings

$150-per-person processing fee

accompanied

Takes preposition “with” for things/menu items; “by” for people.

acknowledgement

active 55 community

advance directive

affect/effect

“Affect” is a verb meaning “to influence.”
“Effect” is a noun meaning “result.”

African American

No hyphen required.

all private residences, all private suites

Not “all-private.”

around-the-clock

Hyphenate before a noun as an adjective.
As an adverb after a verb, no hyphen is needed.
Examples: “around-the-clock service”
“service offered around the clock”

Asian American

No hyphen required.

assisted care

assisted living

assure/ensure/insure

“Assure” means “to give someone confidence.”
“Ensure” means “to make certain or safe.”
“Insure” means “to protect against loss.”

award-winning

Baileys Irish Cream

bachelor's degree

bed-hold policy

biweekly

blood work

board-certified

Always hyphenate.

caregiver

caregiving

cleanup

climate-controlled

coinsurance

communitywide

complimentary/complementary

"Complimentary" is used to describe something that's praising or free.

"Complementary" describes something that completes, as in food items.

continuing care retirement community (CCRC)

A continuing care retirement community (CCRC) offers independent living for seniors as well as levels of care including, but not limited to, nursing care services. All Erickson Senior Living communities are CCRCs.

copay, copayment

Do no hyphenate.

cornbread

corn on the cob

crab cake, crabmeat

crowd-pleaser

cue/queue

“Cue” means “a signal or hint.”

“Queue” means “a waiting line.”

Dallas’

Per community preference, when forming the possessive of “Dallas,” do not add an additional “s.” Please note that this is the only allowable exception to the rule stated in the *Gregg Reference Manual*, paragraph 631.

declutter

dietitian

Not “dietician.”

downsize

emergency responder, emergency response

Do not use “emergency first response” or “emergency first responder.”

end-of-life care

every day/everyday

If you can replace “every” with “each,” use “every day.”

enterprisewide

extra large

farther/further

“Farther” refers to actual distance.

“Further” refers to degree or extent.

fee-for-service

A fee-for-service CCRC allows residents to pay only for the services they currently use. As such, residents do not pay for continuing care levels until they need them. As a result, their monthly fees will increase if/when they need continuing care. With the exception of Devonshire, all Erickson Senior Living communities are fee-for-service communities.

fewer/less

“Fewer” refers to number and is used with plural nouns.

“Less” refers to degree or amount and is used with singular nouns.

fillet
Only use “filet” when referring to “filet mignon.”

firsthand

first come, first served
This term should be hyphenated as “first-come-first-served” if it appears before the noun it modifies.

full-service

fully equipped
Never hyphenate an adverb ending in “ly.”

fundraiser

fundraising

glass-enclosed
Always hyphenate.

goodbye

great room

half bath
Do not hyphenate.

health care

homebuyer

home care

homelike

homeowner

home ownership

homeowners insurance

home stager

home staging

home support

hors d'oeuvres

When capped: "Hors d'Oeuvres."

independent living

inpatient and outpatient rehabilitation

inpatient rehabilitation

internet

Islamic

An adjective describing something related to the religion of Islam but not used to describe a person. To describe an adherent of Islam, use "Muslim."

its/it's

"Its" is for possession.

"It's" means "it is."

licensed

life care

Definition: A life care CCRC requires residents to pay for access to all levels of care with the assumption that they will one day need these services. As a result, residents in life care CCRCs do not incur a higher monthly fee if or when they transition to standard continuing care levels. Devonshire is Erickson Senior Living's only life care community. Note: Do not cap life care.

lifesaving

long-term care

longtime

maintenance-free

Always hyphenate.

master's degree

memory care

mind-set

mini refrigerator

mouthwatering

move-in date

Also: “Her move-in is scheduled.”

But: “She will move in.”

Muslim

An adherent of Islam. See also “Islamic.”

newly renovated

Never hyphenate –ly adverbs.

non-evacuation

noninvasive

nonmedical

nonoccupancy

nonpreferred

nonprofit

nonrefundable

nonskilled

nonsmoking

nursing care

one bedroom/two bedroom

Two words. Do not hyphenate. (Exception: Tribune hyphenates when used as adjectives.)

on-site

Hyphenate in all instances.

open-space concept, open-concept floor plan

But: “This floor plan has a lot of open space.”

outpatient rehabilitation

onetime

No hyphen needed. On the back of Priority List applications, “one-time” is hyphenated
at the request of our legal team. All other instances should be one solid word.

peace of mind

peak, peek, pique

peak—the top or height of something

peek—to look

pique—to anger or entice

personal care

Ph.D.

post-acute rehabilitation

pre-opening

pre-residency meeting

Not “pre-residency interview.”

preventive

Not “preventative.”

p.r.n.

“P.r.n.” is a medical abbreviation that stands for the Latin term “pro re nata.” It means
“as needed.” The term may be used at the request of sales, but it should generally be avoided as not all readers will understand it.

PS.

pull cords

Not “chords.”

registered nurse

Abbreviate as “R.N.”

rehabilitation

Not “rehab.”

renters insurance

resort-style

Always hyphenate.

rightsize

RSVP

Always capped. No periods. Never use “please” before “RSVP.”

smartphone

stainless steel appliance

Do not hyphenate “stainless steel.”

stationary/stationery

“Stationary” means “to stay in one place.”

“Stationery” means “writing materials.”

steakhouse

sundowner’s syndrome

sundowning

table for two

No hyphens.

tai chi

then/than

“Then” is used to mean “next.”

“Than” is used for comparisons.

theater

Not “theatre” unless part of a theater’s name.

time frame

topnotch vs. top-notch

The noun does not take a hyphen; the adjective does.

toward

Not “towards.”

type 1 diabetes

type 2 diabetes

under-building parking

underway

“Under way” is no longer used.

walk-in

Cap both the “w” and the “i” when appearing on floor plans as “Walk-In Closet.”

walkway

way-finding signs

weatherproof

web

Always lowercase, even when referring to the World Wide Web.

who/whom

“Who” is used for subjects; use if you can replace it with “he,” “she,”or “they.”

“Whom” is used for objects; use if you can replace with “him,” “her,” or “them.”

Wi-Fi

This is a registered trademark. Always cap.

woodshop

worry-free

year-round

Hyphenate unless the full term is “all year round.”

Erickson Senior Living Style/Grammar Rules

Academic degrees and professional certifications

Use periods in all instances. Examples: Ph.D., M.A., C.P.A., R.N.

Abbreviations of states

Use the postal abbreviation in all instances of abbreviated state names. Please note: The *Tribune* uses the standard abbreviations.

State	Postal Abbreviation	Standard Abbreviation
Alabama	AL	Ala.
Alaska	AK	Alaska
Arizona	AZ	Ariz.
Arkansas	AR	Ark.
California	CA	Calif.
Colorado	CO	Colo.
Connecticut	CT	Conn.
Delaware	DE	Del.
Florida	FL	Fla.
Georgia	GA	Ga.
Hawaii	HI	Hawaii
Idaho	ID	Idaho
Illinois	IL	Ill.
Indiana	IN	Ind.
Iowa	IA	Iowa
Kansas	KS	Kans.
Kentucky	KY	Ky.
Louisiana	LA	La.
Maine	ME	Maine
Maryland	MD	Md.
Massachusetts	MA	Mass.
Michigan	MI	Mich.
Minnesota	MN	Minn.
Mississippi	MS	Miss.
Missouri	MO	Mo.
Montana	MT	Mont.
Nebraska	NE	Nebr.
Nevada	NV	Nev.
New Hampshire	NH	N.H.
New Jersey	NJ	N.J.
New Mexico	NM	N.M.
New York	NY	N.Y.
North Carolina	NC	N.C.
North Dakota	ND	N.D.
Ohio	OH	Ohio
Oklahoma	OK	Okla.
Oregon	OR	Ore.
Pennsylvania	PA	Pa.
Rhode Island	RI	R.I.
South Carolina	SC	S.C.
South Dakota	SD	S.D.
Tennessee	TN	Tenn.
Texas	TX	Tex.
Utah	UT	Utah
Vermont	VT	Vt.
Virginia	VA	Va.
Washington	WA	Wash.
Washington, DC	DC	D.C.
West Virginia	WV	W.Va.
Wisconsin	WI	Wis.
Wyoming	WY	Wyo.

Addresses

Each community has multiple physical addresses (each building on campus has its own address). For marketing, there are two addresses per community that we need to be aware of. These are located on the "Community Addresses" sheet available on the Proofing Hub and from the senior proofreader. They can also be found in the Community Worksheet in Workfront.

Main sales and nonprofit mailing address: This is the address where the sales office is located; **this address MUST be present on the mail panel of any direct mail job that is mailing from our vendors**, regardless of mail status and regardless of inside address. The sales team may choose any return address for jobs mailing directly from the sales office.

CC sales office: This is the physical location of the CC sales office. Note that the main sales address is still needed in the return address position for any direct mail being sent by our vendors.

Asterisks/footnotes

When using an asterisk or footnote with a comma or period, the asterisk should appear after the comma or period. For colons and semicolons, the asterisk or footnote should appear before the punctuation. If an asterisk or footnote is needed in quoted material, the symbol will appear inside the quotation mark.

Bios

Short biographies are created for medical center staff members, executive teams, boards
of directors, and other groups. Follow these guidelines when writing or reviewing bios:

1. Do not cap the terms for degrees: master's degree, bachelor's degree, medical degree, master of arts degree, bachelor of science degree, etc.
2. Write out state names (rather than using the postal abbreviations).
3. When the information is available, always mention the city and state where a degree or credential was earned: "Dr. Jones holds a degree in biochemistry from Temple University in Philadelphia, Pennsylvania."
4. **For medical center bios only**: End each bio with: "DOCTOR NAME/HE OR SHE joined COMMUNITY NAME in MONTH YEAR." (Examples: Dr. Cefalu joined Seabrook in April 2001. She joined Charlestown in May 2018.)

Bulleted lists

Bulleted lists should be punctuated consistently. Do not use commas or semicolons at the end of bulleted items. Each item should contain terminal punctuation or no punctuation. Proofreaders should follow the preference of the writer.

Capitalization

Building names: Cap official building names. Cap "clubhouse," "pub," "restaurant," "building," etc., when used as part of the official name only.

Department names: Cap the official names of departments.

Digital text: In all digital/online applications, including landing pages, webpages, web banners, emails, etc., headings, subheadings, and text on buttons should be in title case (without punctuation).

Diseases: Lowercase unless a proper noun is part of the disease name.

Email addresses: Email addresses should not be capitalized. Do not capitalize names within email address. (On rare occasions, this style may be overlooked with the permission of the senior proofreader.)

Floor plans: Floor plan names are capped. For floor plan descriptions that stand alone, cap only the first word in the description. Do not cap "the" preceding the floor plan name when it falls within a sentence.

Headlines: Design can dictate title case, sentence case, or all cap, but if using title case, follow the capitalization rules set out in Gregg, paragraph 360.

Hyphenated words: If a hyphenated word is capped, all elements should be capped except articles, short prepositions, and short conjunctions. Exception: floor plan labels (such as "Walk-In Closet").

Levels of care: Do not cap assisted living, nursing care, home health, hospice care, rehabilitation, or any other level of care.

Personal titles: Cap when they appear as part of a person's name and when the title appears in a stand-alone situation, as with a picture. Example: "Sales Counselor Christina Christie." -or- "Our sales counselor is Christina Christie."

Restaurants: Cap the official names, including the words "restaurant," "café," etc. Also, keep the word "the" lowercase unless it is part of the official restaurant name.

Web addresses: All Erickson Senior Living-owned URLs should be used as directed in the earlier sections of this guide. Outside web addresses should be used as the owner displays them.

Commas

We observe the serial comma, otherwise known as the Oxford comma. When items in a series include commas within them, use semicolons to separate the items. See Gregg Reference Manual for further information.

Computer terms

Please note: In all web-based applications, headings, subheads, and text on buttons should be title case with no punctuation.

email: no hyphen. When writing out a person's email address, use all lowercase (example: joe.smith@erickson.com).

internet: no caps

online: no caps; one word

username: one word

(continued on next page)

web: Do not cap "web" when used as an adjective, and don't cap it when used as a noun to mean "World Wide Web."

webmaster: No caps; one word.

webpage: No caps; one word.

website: No caps; one word.

Wi-Fi

World Wide Web: Cap.

web addresses: The Erickson Senior Living website should be written out as EricksonLiving.com (no "www."). For a listing of the individual community URLs, see page 20.

Dashes

- Use a closed en dash for ranges, including ranges of time. Do not space the dash.
- Use a closed em dash for pauses in copy or any other dash use.
- **Note**: Avoid em dashes in web headlines, meta tags, and email subject lines as they will not appear correctly across web platforms.
- Always use an em dash for attribution. Attribution example:
  "We love it here." —Resident John D.
- Never begin a line with a hyphen or dash.

Dates

- Dates written out in sentences should take the following form: Please attend our open house on Saturday, March 5, 2021, at 5 p.m.
- If only the month and year appear, omit the commas: Please attend our March 2021 open house.
- Do not use ordinals in dates.
  Incorrect: The event is on March 5th.
  Correct: The event is on March 5.

Hyphenation

Hyphenate multiword adjectives when they appear before a noun.

Unless hyphens are used in the official spelling of the word, hyphens are typically not needed when the adjective follows the noun.

Exceptions: Do not hyphenate "extra large," "one bedroom," "one bath," or similar adjectives that describe apartment homes. Multiword adjectives made up of well-established compound nouns do not require hyphens; these include "Baby Boomer (generation)," "health care (costs)," "real estate (agent)," and "high school (student)."

Do not hyphenate adverb/adjective constructions (such as "freshly baked").

***Tribune* note**: Hyphenate "one-bedroom," "two-bath," etc., when used before the noun as an adjective.

Italics

Literary works (book titles, magazines, newspapers, TV series, movie titles, and complete works of art) are italicized. This includes the *Tribune*.

1. Community building and room names are not italicized.
2. Writers may use italics for emphasis at their discretion.

Line breaks

Avoid line breaks that do any of the following:

- Break a word
- Leave a widow
- Split a community name
- Lines may break at preexisting hyphens

Menus

The design of the piece may dictate the format of the menu

1. When using sentence case, do no cap wines or cheeses.
2. Use m-w.com for all non-English food words; spell, cap, and punctuate accordingly, including accent marks.

Numbers

The design and nature of each piece may dictate usage. As a general rule, spell out the numbers 1–10. Express all other numbers in figures. When both appear together in the same sentence, use figures.

Ordinal numbers:

1. Using figures with ordinal numbers (21st, 60th) is acceptable with numbers above ten. You can also write out ordinal numbers that can be expressed in two words or less (such as “thirteenth,” “twenty-third,” or “one hundredth”).

2. Do not use ordinal numbers within dates. Ordinals may only express dates when the day proceeds the month in copy. Example of what not to do: “June 12th, 1995” or “The event is on June 12th.” Example of ordinal used as date correctly: “On the 12th of June,
I will visit.”

Percentages: Always use figures and the percent symbol.

Phone numbers

Rule: Do not use parentheses or periods in phone numbers. Use hyphens only. Always include “1-” with toll-free numbers. Do not use “toll-free.”

Extensions: Extensions should be set off with commas and use the abbreviation “ext.” Example: Call 1-800-000-000, ext. 000, for more information.

Pronoun-antecedent agreement

A pronoun should agree with its antecedent in number, gender, and person. It is acceptable and often preferable to use the indefinite plural pronouns “they,” “them,” and “their” when the antecedent is indefinite or generic.

Return addresses

See “Addresses.”

Quotations

1. When continuous throughout more than one paragraph, eliminate the closing quotation marks between paragraphs.
2. Use for titles of songs, poems, articles, and television series episodes.
3. When a resident testimonial is used, the attribution should only include the resident’s first name and last initial. Last names may be used when a resident is featured outside of a testimonial.

Testimonials

When a resident testimonial is used, the attribution should only include the resident’s first name and last initial. Last names may be used when a resident is featured outside of a testimonial.

Time

Use lowercase letters, a period after each letter and no space between the letters when writing “a.m.” and “p.m.” Use a closed en dash to show a range of time.
Example: 10:30 a.m.–3:00 p.m.

External Communications Style Sheet

(based on *The Associate Press Stylebook*)

Style	Rules	Example
Academic degrees	• Use an apostrophe and spell out academic degrees; do not cap. • Use abbreviations only when you need to include credentials after a name; set them off with commas.	She has a bachelor's degree. Peter White, LL.D., Ph.D., was the keynote speaker.
Acronyms and abbreviations	• Avoid when possible. • When used, spell out on first mention.	The Resident Advisory Council (RAC) met with dining leaders. The RAC's feedback was instrumental in developing the new menu.
Capitalization	• Capitalize formal titles that come directly before a name. • Do not capitalize formal titles or job descriptions elsewhere in a sentence. • Do not capitalize "independent living," "continuing care" or levels of care. • Capitalize the formal names of departments.	Dining Director John Green met with his team. John Green, the dining director, met with the president of the United States. Our chief financial officer held a meeting in the boardroom. John Green oversees dining in independent living and continuing care, including assisted living. John Green works in Dining Services.
Dates, days and times	• Always use Arabic numerals, and do not include "st," "nd," "rd" or "th." • When a full date including the year is used, set off the year with commas.	The fall open house will be held Oct. 8 at 9 a.m. The fall open house will be held Oct. 8, 2017, at 9 a.m.
Headlines	• Cap only the first word and proper nouns in headlines and subheads.	Eagle's Trace opens new residence building Eagle's Trace opens Amarillo Terrace
Names	• On first mention, use a person's first and last name. On subsequent mentions, use last name only, with no courtesy titles.	Harold Brown will be joining Oak Crest as the transportation director next month. Brown brings 12 years' experience to the job.

Numbers	• In general, spell out numbers from one to nine. Use numerals for numbers 10 and above. Common exceptions include: addresses, ages, money, dates, numbers expressed in millions or billions, percentages, temperatures, times and all numbers preceding units of measure. • Spell out numbers that begin a sentence, but never spell out years. • Use hyphens (not parentheses or periods) for phone numbers. • Add an "s" but no apostrophe to pluralize a number.	Today, Janet White moved from her 10-room house with four bathrooms she'll never have to clean again. She shares her new apartment with two 3-year-old toy poodles, Max and Min. Ten years ago, White hadn't even heard of Fox Run; 10 minutes ago, she called it home.
Punctuation and quotations	**Comma** • Do not use a comma before a conjunction in a simple series. (No Oxford/serial comma.) **Hyphen** • Hyphenate multiword adjectives. Do not hyphenate if the construction includes "very" or an "ly" adverb. **Period** • Use only one space after a period. • When quotation marks are used, always place the period inside. **Quotation Marks** • Single quotation marks should be used for a quote within a quote and in place of quotation marks in a heading. • Periods and commas always go within quotations. • Dashes, exclamation points, question marks and semicolons should be placed inside the quotations if they apply to the quoted matter only. If they apply to the full sentence, they go outside. **Semicolon** • Use semicolons to separate items in a series that include commas. Include a semicolon before the conjunction. **Spacing** • Use only one space between sentences.	The Wind Crest campus features a medical center, restaurants, an indoor pool and a fitness center. The carefully designed continuing care neighborhood was built over a 3-year period. According to the director of nursing, "The award was a very big surprise." "My doctor told me, 'Eat your vegetables!' and that's been easier with the new Signature Dining program," says resident Annie Orange. Who said, "To err is human"? The leadership team travelled to Atlanta, Georgia; Denver, Colorado; and Baltimore, Maryland.